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INVESTIGATION OF TOURISM TERMINOLOGY IN THE WORLD LINGUISTICS

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ABOUT ARTICLE

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Abstract: This article discusses the investigation of tourism terminology in the world linguistics. It is essential that its terminology is accurate and clear to facilitate communication between industry professionals and tourists. Through the evolution of tourism terminology, the industry has adapted and diversified, creating the need for more specific and technical language. The difference between technical and non-technical terminology is essential to communicate effectively within and outside the industry. The accuracy of terminology influences the perception of tourism destinations and aligns with sustainability goals, positively affecting the industry's growth.

INTRODUCTION

Tourism is one of the most significant and dynamic sectors of the world economy. In 2019, the global tourism industry was worth over \$9 trillion, accounting for 10.4% of the world's GDP, and employing over 330 million people. Tourism is an industry that thrives on communication and interaction, and it is essential that the terminology used in the sector is clear and accurate.

This article investigates the tourism terminology used globally and how linguistics play a significant role in understanding and improving it. Specifically, it looks into the evolution of the tourism terminology, different types of tourism terminology, and the importance of accurate and clear terminology in the tourism industry.

THE MAIN FINDINGS AND RESULTS

Evolution of Tourism Terminology

The study of the terminology used in tourism is relatively new, and its origin can be traced back to the early 1970s. Since then, the terminology used in tourism has been subjected to change and evolution, as well as the development of different branches of tourism such as ecotourism, adventure tourism, and

medical tourism. The terminology reflects the evolution of the industry, as well as the changing tastes and motivations of tourists.

In the past, tourism was often described in simplistic terms such as “travel”, “vacation”, or “holiday”. However, as the industry has grown, so too has the need for more specific terminology to describe different aspects of tourism. For example, the term “ecotourism” was coined in the mid-1980s to describe a form of tourism that was focused on responsible travel, environmental sustainability, and wildlife conservation.

Different Types of Tourism Terminology

Tourism terminology can be broadly divided into two categories: technical and non-technical. Technical terminology is used primarily within the tourism industry, while non-technical terminology is used more widely in society.

Technical Terminology

Technical terminology refers to the language used by professionals within the tourism industry. It includes specific terms used to describe different aspects of the industry, such as the types of tourists and their motivations, travel modes, destinations, and accommodations. Some examples of technical terminology include:

1. Destination - A place where tourists go to visit and explore for a specific period.
2. Attractions - A place, activity, or event that draws tourist attention to a particular destination.
3. Sustainability - A practice of responsible tourism that ensures natural resources, social-economic-cultural and environmental sustainability.
4. Hospitality - A welcoming service that hoteliers or other accommodation providers offer to assure tourist comfort throughout their stay.

Non-Technical Terminology

Non-technical terminology refers to language used by tourists, travel bloggers, and other individuals outside the tourism industry to describe their travel experiences. It includes more colloquial and subjective terms that vary depending on the individual's perception of their travel experiences. Some examples of non-technical terminology include:

1. Adventure - The excitement and thrill of visiting a new destination, exploring new sites, and trying new things.
2. Relaxation - Feeling at ease and calm, enjoying the natural environment and staying on silent beaches or reading a book while lounging poolside.
3. Culture - The exposure and experience of local customs, traditions, and authentic lifestyle of the destination.
4. Memories - The lasting impressions and feelings that a tourist maintains about a particular destination, its people, and the experience.

The Importance of Accurate and Clear Terminology in Tourism

Evolving terminology in tourism is crucial to ensure accurate communication within and outside the industry. Clear and understandable terminology helps to avoid misunderstandings, misinformation, and misrepresentation of the industry, providing coherence, and facilitating communication in various contexts. It also helps to build trust among industry stakeholders and reinforces the reputation of the industry.

Tourism terminology is also essential in branding, marketing, and implementing tourism policies, tasks that are frequently overseen by governments. Accurate and effective terminology that resonates with the target market's preferences positively impacts the country's tourism industry's growth. It also

leads to the creation of an essential framework to develop the information necessary for market research and analysis.

The use of inaccurate terminology can lead to misperceptions of tourism destinations, negatively influencing the industry's image and altering tourist expectations. A clear and accurate understanding of tourism terminology provides tourists with a basis for informed decision-making, increasing their satisfaction, and preserving the industry's reputation.

CONCLUSION

Tourism is an important global industry that depends on communication and interaction. It is essential that its terminology is accurate and clear to facilitate communication between industry professionals and tourists. Through the evolution of tourism terminology, the industry has adapted and diversified, creating the need for more specific and technical language. The difference between technical and non-technical terminology is essential to communicate effectively within and outside the industry. The accuracy of terminology influences the perception of tourism destinations and aligns with sustainability goals, positively affecting the industry's growth. In conclusion, investing time and resources in accurate and clear terminology is a practical tool to build a positive reputation for the tourism industry.

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